

REMARKS

Claims 1, 8-11, and 24-48 are pending in this application. Claims 1 and 8-11 are independent claims. By this Amendment, claims 1, 8-11, 24-28, 31, 33, and 44-48 are amended. Claims 2-7 and 12-23 were previously cancelled.

Claim Rejections Under 35 U.S.C. § 103

The Examiner has rejected claims 1, 8-11 and 24-48 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,435 to Kim ("Kim"), and further in view of "Digital Video Broadcasting (DVB) Subtitling System" ("DVB Standard"), and further in view of U.S. Patent 7,236,687 to Kato et al. ("Kato"). The Applicants respectfully traverse this rejection for the reasons detailed below.

Applicants have amended independent claim 1 to further recite "wherein the graphic segment is used for controlling the graphic image, the graphic segment including position information of the graphic image, a time stamp of the graphic image and reproduction information for controlling display effect of the graphic image, the display effect being at least one of fade effect and wipe effect." Support for these features is provided by at least FIG. 20 and paragraph [0070] of the present application as filed. Applicants submit that none of the cited references discloses or suggests these features.

In particular, Applicants submit that none of the cited references discloses or suggests the graphic segment including "reproduction information for controlling display effect of the graphic image, the display effect being at least one of fade effect and wipe effect" as required by claim 1. For instance, the neither the "page composition segment (PCS)" nor the "Presentation Time Stamps (PTS)" of the DVB Standard includes a feature that controls the display effect of the graphic image, where the display effect is one of a fade effect and wipe effect. In addition, the

“Navigation Data Pack (NV)” of FIG. 4 of Kim does not include these features. Also, Kato is silent with respect to the above-identified features of claim 1. Therefore, because Kim, Kato, and the DVB Standard (alone or in combination) fail to disclose or suggest all the features of independent claim 1, Kim, Kato, and the DVB Standard cannot render independent claim 1 obvious to one of ordinary skill in the art under 35 U.S.C. §103(a). Applicants have amended independent claims 8-11 to include features similar to the above-recited features of claim 1, and therefore are patentable for at least the same reasons stated above. The dependent claims, dependent on amended claims 1 and 8-11, are patentable for at least the same reasons. As such, Applicants respectfully request this rejection be withdrawn.

CONCLUSION

Accordingly, in view of the above amendments and remarks, reconsideration of the objections and rejections and allowance of each of claims 1, 8-11, and 24-48 in connection with the present application is earnestly solicited.

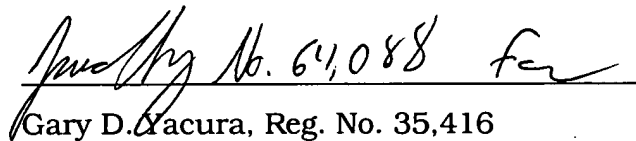
Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Gary D. Yacura at the telephone number of the undersigned below.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 08-0750 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. §1.17; particularly, extension of time fees.

Respectfully submitted,

HARNESS, DICKEY, & PIERCE, P.L.C.

By

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